

Mill Roseman for Philip Morris 3/16/83
Draft of letter on Waxman bill -- employment executive

Dear _____:

I am writing to express my concern about the effect a proposed bill, H.R. 1824, would have on the key concern facing the country and the Congress -- jobs.

The bill is presented as an effort to educate American consumers about the supposed dangers that can result from smoking. The fact is that many medical and scientific experts disagree about those "dangers." Even more important, there exist a whole host of studies which show that just about everyone in the country -- some 90% of consumers -- are already fully aware of them.

Those who smoke cigarettes choose to do so anyway. Awareness has not changed that, and you can't have more than 90% in any case. Thus, the bill accomplishes nothing.

What it does do is place a tremendous, unequal burden on the cigarette industry, which would be hemmed about with bureaucratic regulations and regulators, and forced to put very specific "warnings" on both packages and advertisements.

What this will do, simply, is increase cigarette cost. Consumers will be forced, not by awareness (which is already as high as it can get) but by economics to cut down on their cigarette consumption. Not because they choose to, of their own free will, but because they're forced to. The recent raising of the cigarette tax has already had an effect on volume of sales, and this unfair burden will multiply that effect.

What's more, since the bill calls for labels even on cigarettes for export -- a \$1.2 billion market in 1981 -- it will mean loss of those sales in markets that don't require labeling.

All this means loss of jobs -- for farmers, for manufacturing employees, for distributors and for retail stores. The figures could add up to thousands of jobs, which we can ill afford to lose in these difficult times.

The bill is something we don't need, and can't afford.

Sincerely,
(title having to do with employment, personnel, etc.)

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